
John Allen Chalk: Personal Correspondence

John Allen Chalk

10-21-1966

From: Walter E. Burch

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20th Century Christian

"New Testament Christianity in the Present Age"

7851 SOUTH BUDLONG AVENUE
LOS ANGELES, CALIFORNIA 90044

October 21, 1966

Mr. John Allen Chalk
Herald of Truth
Box 2439
Abilene, Texas 79604

Dear John Allen:

I would like to invite you to serve with me on the 30th Anniversary Steering Committee of the 20th Century Christian. Only thirty men will be asked to serve.

Working together, we shall attempt to increase the reading audience of this splendid magazine by 100,000 new subscribers within one year--by the 30th anniversary date of October, 1967.

Our nationwide campaign will emphasize this dominant theme: "Spiritual Growth Through Excellent Christian Literature."

Let me outline what your responsibilities will be as a working member of the Steering Committee:

1. Endorse the 30th Anniversary Promotional Plan and use your influence and energies to help us reach our goal.
2. Help me enlist our Committee of One Thousand (the volunteer campaigners, each of whom will be challenged to solicit 100 new subscribers as outlined in the plan).
3. Attend, if possible, the organizational meeting of our Steering Committee in December or January.
4. Assist me in directing and stimulating the volunteers who will be enlisted in your geographic area,

striving to keep the campaign on schedule (this kind of supervisory work will be reviewed in our meeting or will be outlined to you in future correspondence).

5. Counsel with M. Norvel Young, Jim Bill McInteer, Bill Banowsky, and me in the overall management of our campaign, suggesting creative ways to insure its success.


6. And, of course, support our efforts with your encouragement and prayers.

Like yourself, I found myself already "overly committed" when asked to serve in the 30th Anniversary drive last month in our Dallas workshop. Though I am strongly convinced of the positive value of the 20th Century Christian, I hesitated to accept. Yet, knowing that this job will require the time, the energies and dedication of equally "busy men," I accepted. I believe you can make a great contribution to the success of our program by joining with me on this committee.

However, if you can not "create the time" to carry out the responsibilities that will be yours in this campaign, I shall appreciate knowing this so another person can be named to the Steering Committee. Please check the enclosed postcard and return immediately to me. We want to print our special 30th Anniversary Steering Committee letterhead within the next two weeks, and I certainly want your name listed.

May I hear from you soon concerning this "second mile" of Christian service and opportunity? Return the postcard when you have made your decision.

In Christian affection,



Walter E. Burch
National Chairman
30th Anniversary Steering Committee

P. S. Although I am working this week on campaign plans with Dr. Young in Los Angeles, I request that you direct all correspondence for me to:

534 East North 21st Street
Abilene, Texas 79061